

Don Boroian, The Global Franchise Tycoon Visits Franchise India 2009

Don Boroian, the global franchise tycoon and the Chairman of Chicago based Francorp Inc confirms his presence at Franchise India 2009, the 7th edition of Asia's Biggest Franchise & Retail Opportunity Show to be held on 26th & 27th November 2009 at Ashoka Hotel, New Delhi.

New Delhi, Delhi, November 11, 2009 /[India PRwire](#)/ -- Don Boroian, the global franchise tycoon and the Chairman of Chicago based **Francorp Inc** confirms his presence at **Franchise India 2009**, the 7th edition of Asia's Biggest Franchise & Retail Opportunity Show to be held on 26th & 27th November 2009 at Ashoka Hotel, New Delhi. Organized by the Asia's largest integrated franchise and retail Solution Company, *Franchise India*, the show displays Indian and global brands and is an "Opportunity Show" for liasioning with brands and a pool of out-of-box business ideas and practices.

Don Boroian is the most widely read author, speaker and highly sought after consultant in the field of franchise strategy and business expansion. Being the biggest name in the franchise industry, his views are valued across business geographies. In 1976, Boroian founded **Francorp Inc**, the world's largest and oldest franchise consulting company. Providing strategic planning, legal, operations and marketing consultancy, Francorp was the first and only firm to offer its clients comprehensive franchise consulting and development services under one roof.

With over three decades of experience in the consulting space, Don Boroian has been instrumental in developing the franchise strategy for more than 10,000 companies across industry verticals and has created full franchise development programs for more than 2000 organizations worldwide. Francorp's belief in the robustness of the Indian market is backed by statistics, which highlight the fact that the Indian Franchise market is estimated to be around USD 7 billion and is growing at a steady rate 30-35 per cent annually offering a fertile market for international franchisors to expand into.

Francorp Inc. partnered with *Franchise India* early this year to offer end to end franchise solutions under the banner of Francorp India. Presently based in New Delhi, Francorp India is planning to set up offices in various cities in the near future. The corporation between Francorp Inc and Franchise India would help Indian franchise brands to expand their franchise network into the international markets as well.

Franchisors across the globe stand to gain immensely from this joint venture as it offers investors a deep knowledge pool to tap into. On 27th November 2009, Don Boroian would address a special "**Power Breakfast**" which will be attended by select group of national and international business leaders. The Breakfast meeting will be immensely useful to provide unique insights on the franchise business globally. This will be followed by a '**Conference**' where Don Boroian would elucidate his views along with other eminent CEOs addressing the challenges in the franchise industry.'

Explaining the significance of these developments, **Mr. Gaurav Marya, President Francorp** said, "Don Boroian's visit to India is considered highly significant in the context of India's growing importance in today's globalized economy. The franchise industry has witnessed high growth rates in the Indian sub-continent since its beginning in the early 90s and there is still enormous scope for growth. India has the highest retail density in the world and franchise brands experience an 85% success rate, while start up ventures experience a 90% failure rate. This stark difference in success rates highlights the importance of franchise consulting in today's scenario. In India, Francorp is the undisputed market leader in franchise consulting domain due to its unmatched expertise and unique business approach. Our proven business strategies have helped small format businesses to chart a new trajectory of growth. By educating the industry about the inherent potential of the franchise model of business expansion our mission is to propel Industry to the next level of growth and make India a force to reckon with in the global economy."

About Francorp

For over 30 years, Francorp has been the leader in the franchise consulting industry. Globally Francorp has assisted more than 10,000 companies for expansion, and has developed more than 2,000 franchise programmes throughout the US, Japan, South Africa, Middle East, Central America, Malaysia, Philippines, Argentina, Chile and Mexico. Its notable clients include companies like Bridgestone, XEROX, Shell Oil, Hallmark Cards, Encyclopedia Britannica, Mad Science Group, Pollo Camperio, Ace Hardware, BP, Fruehauf, and Gant, to name a few.

About Franchise India

Franchise India Holding Ltd. is Asia's largest integrated franchise solution company since 1999, with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing. The firm has already consulted numerous brands in past few years like Videocon, HP, Reebok, Store 99, Pidilite, Hauck, Xenos, HCL, MGF, Kwaliti Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and many more through its media initiatives, advisory services and exhibitions. With its strategically formed divisions, FIHL has created its own niche as the pioneers of franchise industry and a small business authority.

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